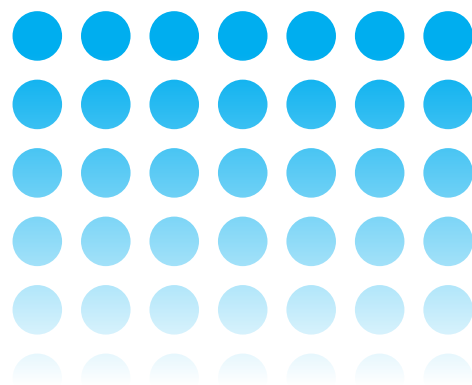
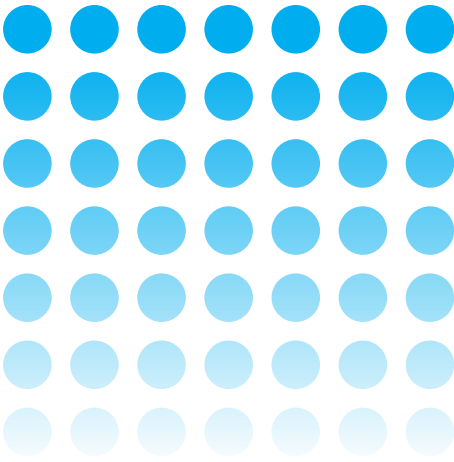




Effective Customer Support in High-Stakes Motorsport Environments





Overview:

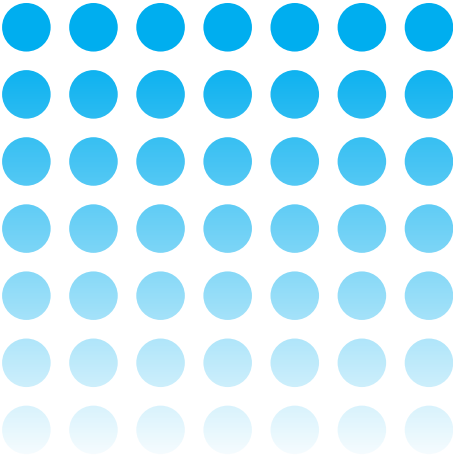
This white paper examines a situation at Watkins Glen International—a significant racetrack for both the International Motor Sports Association (IMSA) and National Association for Stock Car Auto Racing (NASCAR). It involved Jackson Motorsports, the official Michelin® and BFGoodrich® race tire distributor for IMSA Series Road Course Sports Car Racing and KELTEC Technolab, the largest manufacturer of air-oil separators in North America.

It highlights the importance of responsive customer support, technical expertise, and proactive problem-solving in high-pressure environments. It demonstrates how effective communication, rapid response times, and thorough follow-up can not only resolve immediate issues but also prevent future problems and enhance customer satisfaction.



Introduction:

The motorsport industry operates under intense time pressures and demands for performance. Racing teams have limited time during pitstops and between races for maintenance, upgrades, and testing. Every minute counts, which means equipment must be serviced quickly and function flawlessly under the most extreme time constraints.



Equipment failures can lead to more than just poor finishes or DNFs (Did Not Finish). Financial consequences (loss of prize money or sponsorships), reputation damage (both racing team and manufacturers), safety implications (drivers, pit crew, spectators), and career trajectories (drivers and team personnel) are also at stake.

The Situation:

Jackson Motorsports is the official tire support for the IMSA. After setting up on the track at IMSA Sahlen's Six Hours of The Glen—a sports car endurance race held annually at Watkins Glen International in Watkins Glen, New York—Jackson Motorsports discovered their refrigerated air dryer was non-functional. This critical failure threatened their ability to provide essential tire services and ensure optimal tire conditions which could in turn have a negative impact on the event, spectator experience, and the brand.

A non-functioning refrigerated air dryer has the potential to disrupt operations for an entire race. Air dryers are crucial for removing moisture from compressed air used in tire mounting and balancing and required for many pneumatic tools to function correctly. Without proper tire services, race integrity could be compromised, schedules could be disrupted, and less competitive/exciting racing could take place (due to safety concerns). Failing to provide essential services could severely damage Jackson Motorsports' reputation and name.

Additionally, on-site internet connectivity was not reliable.

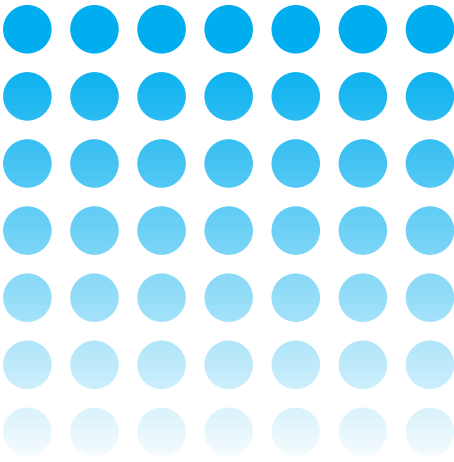
Response:

After receiving a panicked call from a member of the Jackson Motorsports team, KELTEC Sales and Technical Support Manager Kevin Curle assessed the situation as due to a faulty controller and identified the need for controller replacement. Since KELTEC only sells to distributors, he made some calls and was able to connect with an end-user-focused stocking distributor in Colorado and coordinate overnight shipping of a controller (KELTEC DIGI-PRO-CONT-230V).

Despite challenging on-site internet connectivity, Kevin maintained contact with Jackson Motorsports and provided regular updates on controller shipping and arrival status.

Thanks to Kevin's quick response and coordinated efforts, the controller arrived in time to ensure the race went off without a hitch.





Follow-Up Support:

After confirming successful installation and operation of the controller, Kevin explained potential causes for controller failure and advised on the importance of utilizing proper generator shutdown procedures to avoid potential spikes and surges that may compromise the integrity of a controller. He also recommended keeping spare controllers on hand for future emergencies.

After the event, an internal investigation at Jackson Motorsports revealed that improper generator operation was causing power surges and spikes which led to controller damage. They went on to conduct a team-wide meeting to educate staff on correct generator procedures.

Conclusion:

This case study illustrates how KELTEC's' commitment to comprehensive customer support, combined with technical expertise and proactive problem-solving, resulted in a positive outcome in a high-stakes situation. It underscores the importance of not just solving immediate problems, but also preventing future issues through education, communication, and thorough follow-up.

Key Success Factors:

- **Technical Expertise:** KELTEC's support manager's background as a technician enabled quick problem identification and solution implementation
- **Rapid Response:** Swift action, quick thinkings, and leveraging of distributor networks ensured minimal downtime
- **Proactive Follow-up:** Post-resolution contact led to identifying and addressing the root cause of the issue
- **Customer Education:** Providing information on proper equipment usage helps prevent future issues
- **Equipment Reliability:** Fully functional, quality air dryers are crucial in moisture control, performance optimization, equipment longevity, consistent air quality, safety, and efficiency

